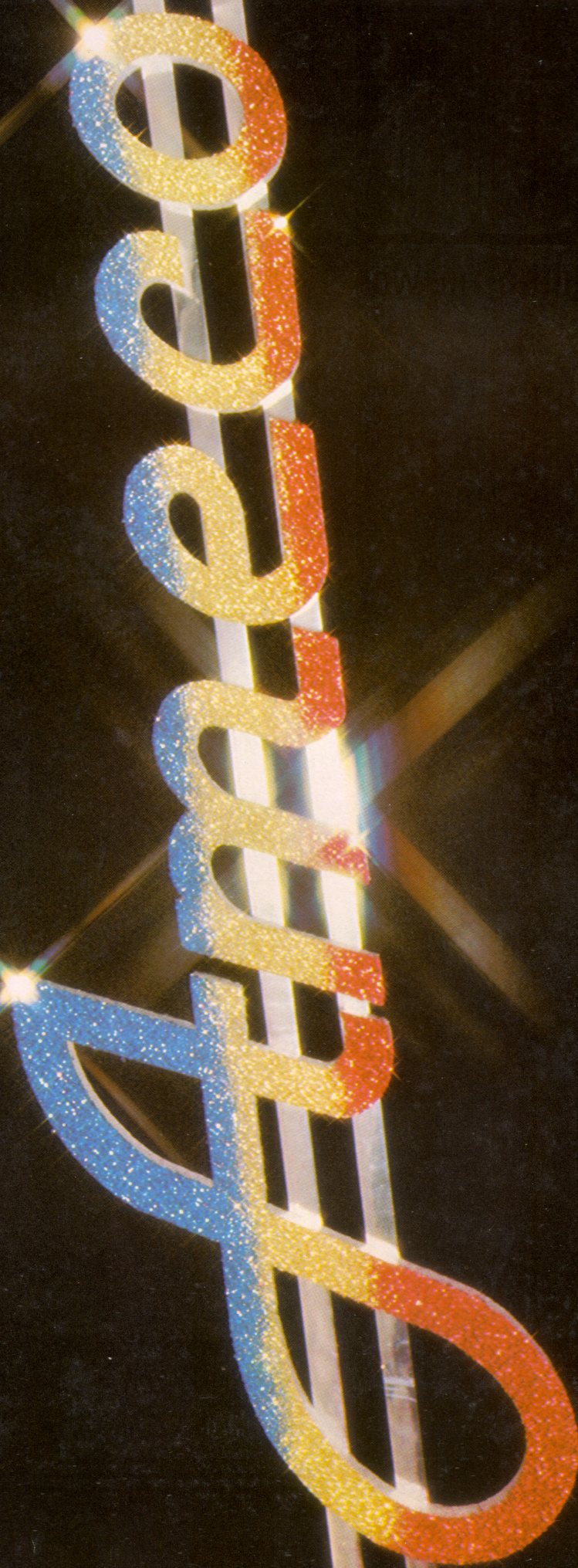


LEISURE PLAY

April, Vol. 1, No. 3.

Journal of the Amusement Equipment Industry



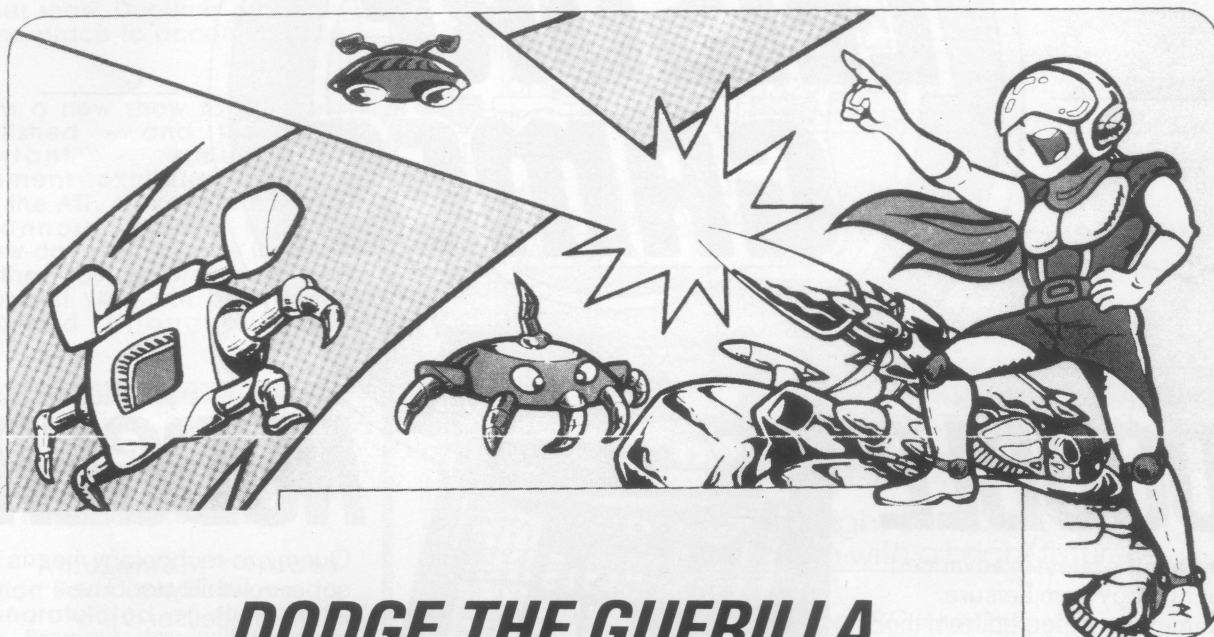


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COMMENT

The already busy calendar of international exhibitions serving the amusement equipment industry looks as though it may be extended.

Dublin Coin-Op Show later this month (see Page 21) is very much an experimental one. The organisers are hoping, however, that it will become an annual exhibition and they have been heartened by the response.

While there are people in the industry who believe that there are already too many exhibitions it must be said that Ireland is a rapidly growing market for coin operated amusement equipment. If there is room for another show, Dublin is probably the one place to accommodate it.

From a new show to the best established - and the most important - amusement equipment exhibition in the world, the ATE, Alexandra Palace. The announcement that a preview day for the trade is to be held the day before the show opens next year will be warmly welcomed throughout the industry.

Genuine customers who spent many frustrating hours forcing their way through crowds to do business at this year's record-breaking show will feel their prayers have been answered.

The Amusement Trades Exhibition Board members are to be congratulated on their swift action. Preview day will let the dog see the bone.

COVER

Sea Battle - described by Leisure Games as another winner, together with Miss Paula Williams - also a winner in her own right. They could both be described as being in a class apart.

At the ATE in January Associated Leisure Sales, the selling division for Leisure Games Products introduced Sea Battle, an exciting colour TV air, sea and submarine combat game.

A full colour display with sight and sound impact puts the player right in the firing line of the most compelling war game to come on the market for years.

Although this new product was initially shown in pilot form and will not be available on the UK market for some time to come it is obviously a machine well worth waiting for and would warrant a front spot in any arcade.

LEISURE PLAY

Editor..... TONY CARTER
Advertising Manager..... BERNIE ROGERS
Production Director..... TONY MASHEDER
Telephone Numbers:
Editorial and Production..... 0524-69432/3
Advertising..... 0625-612818

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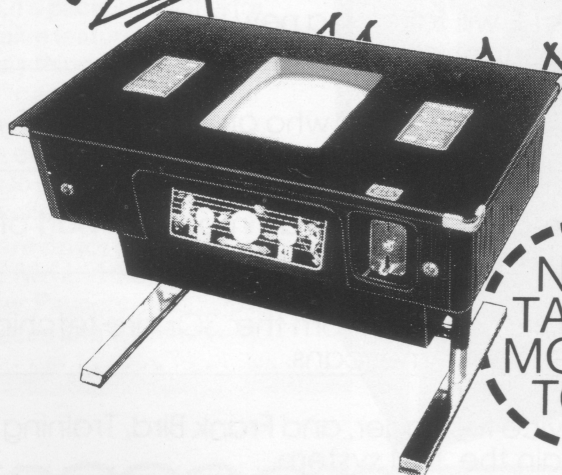
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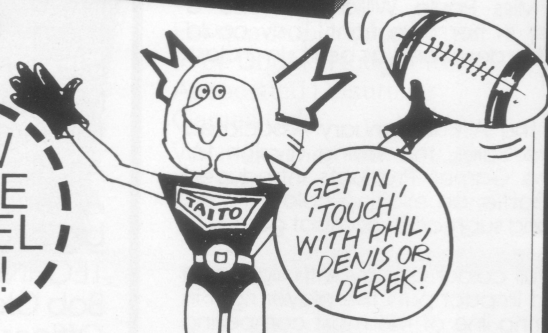
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IT WAS A HARD SLOG BUT BACTA CAMPAIGN PAYS OFF

The long and determined campaign waged by the British Amusement Catering Trades Association on gaming machine licence duty has finally borne fruit.

Final details cannot be confirmed until after the publication of the Finance Bill 1980 which still had to complete its various Parliamentary stages.

But it is proposed that:

- From October 1st, 1980 gaming machine licence duty will no longer be charged on penny-machines.

- The holiday season licence for penny machines will be abolished but, to assist arcades, anyone taking out a half year licence covering the summer period may have it extended to cover March and October without further charge.

- An arcade operator wishing to operate 2p and 5p machines from March 1st must

apply for a half year licence at least 14 days before that date.

- The break point between the lower and higher rates of duty will be increased from 1.25p to 2p and a new "peak rate" will be introduced for club jackpot machines which will give one game for more than 5p.

Mr. Alan Willis, General Secretary of BACTA, said he was delighted that the long campaign had finally borne fruit. And he paid tribute to members for their "magnificent response" to the BACTA request to contact as many Members of Parliament as possible. There had been confirmation that more than 70 MPs had written to the Treasury Ministers.

In a letter to members Mr. Willis said: "We are naturally disappointed that the Chancellor has not seen fit to go some way towards alleviating the effect of VAT by reducing the rates of gaming machine licence duty and we also feel that the new peak rate is to be levied at an unduly high figure.

"However, I think it is safe to say that one of the major successes of your Association's campaign over the past seven years has been that: with the exception of the new tax on 10p play club machines, the rates of duty have not been increased since 1969 and in some cases they have even been reduced. Compare this with the increases in other Excise duties such as those on petrol, liquor and tobacco.

The new rates of duty are:

Premises with local authority approval (i.e. local authority or justices permit).

Description of machines authorised by the licence	No. of machines so authorised	Duty on whole-year licence	Duty on half-year licence
Chargeable at the lower rate (not exceeding 2p per game)	One or more machines	£20 per machine	£11 per machine
Chargeable at the higher rate (not exceeding 5p per game)	One machine Two or more machines	£25 £25 plus £100 per machine in excess of one	£13.75 £13.75 plus £55 per machine in excess of one

Premises without local authority approval (i.e. clubs with jackpot machines).

Description of machines authorised by the licence	No. of machines so authorised	Duty on whole-year licence	Duty on half-year licence
Chargeable at the lower rate (not exceeding 2p per game)	One or more machines	£50 per machine	£27.50 per machine
Chargeable at the higher rate (not exceeding 5p per game)	One machine Two or more machines	£100 £100 plus £200 per machine in excess of one	£55 £55 plus £110 per machine in excess of one
Chargeable at the peak rate (more than 5p per game).	One or more machines	£300 per machine	£165 per machine

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BALLY GO INTO SPACE WITH PINBALL



A pinball version of the Space Invaders has been introduced by the Bally Pinball Division of Chicago. The machines are now in full production and samples of the model have already arrived with the distributors, Ruffler and Deith and Associated Leisure Sales.

"It is a totally unique pinball package, unlike any other game ever seen in the industry," said Tom Nieman, Vice-President, Marketing for Bally Pinball Division. "We are very excited about it."

Bally say the game will "mesmerize" players everywhere. A spectacular, marquee-like infinity lighting effect on the backglass is combined with an accelerating "heartbeat" and laser-like sound package to build intensity and excitement. "We have attempted to capture the incredible hypnotic pull of the video game in our pinball". Players will be able to judge another players ability from across the room

as they watch the light pattern change and listen to the sounds and 'heartbeat' as they accelerate! These effects are all programmed to the games play and have memory so that they will revert back to each player's position as his next ball comes up."

The playfield is as exciting and challenging as the special effects. Four flippers with sound effects provide total control over the supersized playfield. There are 5 red invader targets that advance a 20 - 40 -60,000 bonus, as well as increasing the "heartbeat" rate and changing the light

pattern sequence on the backglass. Five blue invader rollovers light the centre rollover to score the clone chamber value and the extra ball rollovers. They also light the centre target arrow for 5,000 points and 3 bonus advances. The trapped ball clone chamber has memory and scores 20,000 to 50,000 points with a countdown effect each time the value registers. The bonus can be multiplied from 2x through 5x through the centre hoop, along with points and bonus advances.

There are several other popular features including a set of drop targets whose value increases from 10 - 15 -20 -25,000 and special; and a centre hoop which multiplies the bonus and then awards 25,000 points and special.

One of the most challenging new features is a single drop target guarding the free ball gate that when open, allows the player to shoot over and collect the bonus. This mystery ship target has a special siren that randomly signals a quick jump in value from 500 to 50,000 points! Even the most skilled players will be hooked by this highly advanced feature.

"Space Invaders . . . the pinball is so terrific that we are sending it out on 50 cent play", said Tom Nieman. "It will be one play for 2 quarters and 3 plays for an SBA dollar. Our test reports substantiate the fact that players are so entranced by this game that their reaction to the increase has been very positive."ΩΩ

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LEISURE PLAY INTERNATIONAL

WELCOME MARY . . .

Mary Openshaw, probably the best respected commentator on international amusement industry matters, is to write for Leisure Play. Mary, who has lived in Brussels since 1953, will contribute her first feature for next month's issue and will also cover the Milan Exhibition. As well as being respected within the industry Mary is well liked and we launch our International Section by reversing the tables on her. Normally she does the interviewing. For once she is the interviewee. She gets the opportunity to air some of the opinions formed during her many years' writing about the industry.



Bombs Don't Worry Me — Snakes DO!

When Mary Openshaw settled in Brussels in 1953 she wrote mainly for newspaper and magazine travel sections. She chose Brussels because it was "half way to everywhere in Europe" and flights from the UK were not quite so frequent or reliable in those days.

Eight years later when she concentrated her writing on the automatic amusement machine industry the same yardstick applied. The European side of the industry was really beginning to take off in a big way and she decided Brussels was still the ideal place to live.

The automatic machine industry was nothing new to her. Mary's father was involved in it for many years and during the war he ran an arcade at Newbury.

Since 1961 Mary has travelled to 40 countries writing about the industry, including several behind the Iron Curtain. "I have always had a spirit of adventure," she said. "I will travel anywhere — as long as there are not too many snakes. I cannot stand snakes. Bombs and shells in the Lebanon and snipers in Northern

Ireland never bothered me . . . but snakes I cannot abide." Mary has visited every European country, with the exception of Albania.

She believes that the future of the industry depends largely on the work done by trade associations. "Countries that have good trade associations are the ones which have good automatic machine industries," she said.

"I would like to see sensible controls with permitted gambling. It is better to have people winning cash under sensible licensing controls. Small cash wins and reasonable taxation for the operator is the basis for a well-run system. It is much better to permit gambling with proper controls than to ban it. If there is a total ban someone will always find a way round it and that way much bigger sums of money will be involved."

Mary sees a tremendous future for the industry. "There are still many cases of growing pains," she said. "There are operators who have still got an awful lot to learn but on the other hand many have become real professionals. And manufacturers have got to realise the importance of market study. They must make greater

efforts to find out what really pleases the customers. How many of their games are really good games? If the manufacturers have an overall bad point it is a lack of inventiveness. Too many games are basically the same one dressed up in various guises. People sometimes answer that criticism with the question: "How can we invent anything new with such a variety of machines on the market?" My reply is: "The inventors of pinball, video and the rest of them could have had the same attitude . . . and then where should we have been?"

Reading-born Mary has two ambitions to fulfil. "I would love to see the operation working in Lapland in the depths of their winter. The other one is more serious. I look forward to the day when we have sensible laws working in every country. I would like to see standards throughout the whole industry raised — and they have made tremendous strides during the last few years. But for many years this industry has been misunderstood and I would like to see it respected by outsiders." ΩΩ

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TAITO EUROPE BELIEVE IN THE PERSONAL TOUCH

By Tony Carter

When you deal with Eastern European countries hard cash does not count for much. Rene Layman, head of Taito, Europe, and his colleagues found this out when they completed a deal for machines in Rumania and received a consignment of best Rumanian marmalade in payment.

"That's the way it is in Eastern Europe", said Rene. "It may be marmalade or it could be jeeps. They do not like to deal in hard cash."

Rene and his dynamic young staff recently moved into new premises located in the residential area of a pleasant Brussels suburb. From there they cover the whole of Europe, including the Eastern Bloc. They are equipping a technical laboratory on the site and this will serve as the base for a top-flight engineer.

Taito's European division opened in 1972 in small premises in Waterloo, Belgium and later

moved to Brussels. In those days they were selling mostly electro mechanical games and specialising in arcade equipment.

As the Taito name became bigger each year, the European division started to appoint agents and then distributors. When videos were introduced in 1974 the network of distributors was gradually expanded, and the introduction of Space Invaders saw it get even bigger.

Rene said: "With video the possibilities are unlimited. A flipper is a flipper. A pinball is a pinball. But with video the possibilities for new games are endless."

Rene and his sales manager, Jan Van Dewelde, travel extensively throughout Europe. "There is no substitute for personal contact," said Rene. "Letters are one way of keeping in touch, telephone calls are another. But personal contact is the best without a doubt."

Taito Europe place great value on their sales reputation and technical follow-up and for this reason great care is taken in selecting distributors.

During the last few years Rene has seen great changes in the European industry. "The period of the amateur is over," he said. "A lot of the smaller firms are vanishing, mostly as the result of take-overs by the larger firms."

"We chose Belgium as a European headquarters because it is so well-placed for travelling to all parts of the continent." ΩΩ

Rene Layman, head of Taito, Europe, pictured with some of his machines at the company's new Brussels headquarters.



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INSIDE STORY

Close-up of a Name in the Industry



THE FUTURE LOOKS BRIGHT AS ALCA KEEPS EXPANDING

Alca's Oldham factory, showrooms and offices cover 44,000 square feet in a 55-year-old building which in its time has been used as a handbag factory and a plumbers' merchants warehouse.

Right now Alca Electronics Ltd. need every inch of those 44,000 square feet to cope with full order books on all their ranges — from pool tables to the recently introduced micro-processor fruit machines.

Last year the company manufactured between seven and eight thousand pieces which were distributed throughout the country and this year the figure will probably be higher.

Alca's joint managing directors, Mike Green and Geoff

Ellis, have led their company through an incredible growth period during the last few years. It has grown from a modest localised firm with tiny premises at Royton a couple of miles down the road to an internationally known company with a reputation for high quality products.

The hill-side complex within a short distance of Oldham's town centre houses an operation which starts among the drawing boards and computers of the Development Department, progresses to the raw material stage of uncut timber, metal and raw plastic, and ends with the finished products leaving Alca's factory for all parts of the country.

The 70's was an exciting decade for Alca. During this

period of expansion they introduced a very impressive list of "firsts".

They included: Super Missile, the first arcade machine to use a two-way mirror; Attack, the first arcade game with a moving seat; Alcamatic, the first same-size ball control system in pool tables. Alca were also the first company to manufacture video games in Britain and the first to manufacture cocktail table games here. And their Pontoon was the first video gaming machine.

The expansion at Alca will go on throughout the eighties and the company's Development and Design department is planning more "firsts".



Left: Mike Green, joint Managing Director of Alca Electronics Ltd.

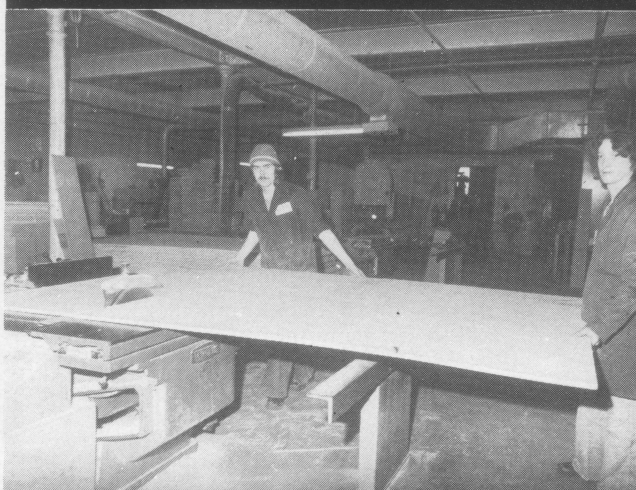
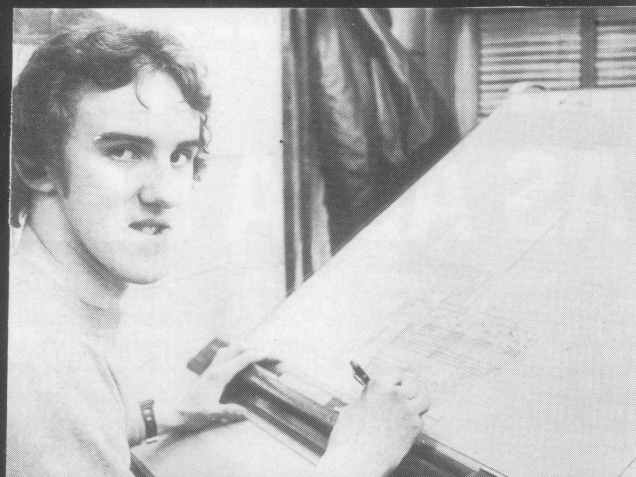


Right: John Etchells, Alca's Sales Manager.



Electronics engineer Harry Gartside is one of Alca's backroom wizards. He and his colleagues put in months, sometimes years, of research and development work into the company's new machines. Harry spent two years initial development work on the new range of fruit machines — Alca's first venture into this field. At one stage it was literally a case of "back to the drawing board" when it was decided to make the machines micro-processor controlled. Harry did most of the computer programming.

Graham Fitton, a draughtsman is one of the younger members of the Development Department. His is a world of drawing boards and slide rules as he works on the drawings which are the key to the sophisticated circuits at the hearts of modern machines.



This is where it all starts. Andrew Nuttall, centre, supervises the cutting with a circular saw of a massive piece of wood which will eventually be used to construct machine cabinets. After cutting the wood is shaped and planed.

Earl Fisher, works manager, left, and Stan Alston, development manager, examining one of Alca's new micro-processor controlled fruit machines. Earl has been with the company since he left school and has witnessed at first hand its rapid growth.



Down in the Paint Shop Dennis Glossop sprays cash box doors for the pool tables.



One of Alca's famous standard pool tables starts to take shape. At the moment the company is producing about 80 pool tables a week — the two standard sizes, six feet by three and seven feet by four and the Regal snooker/pool table which is nine feet by five. The life of a table depends on the sort of site it is destined for.

Sales manager, John Etchells, said: "I have seen five-year old tables in absolute mint condition. Others, which go to tougher areas of the big cities, are wrecked within 12 months.

"We have been manufacturing pool tables since 1974. We were one of the first in this country. Before that we imported foreign models but the demand was so great that we decided the best policy was to manufacture our own."



The assembly lines in Alca's main workshop are operating at full capacity. The video cocktail table games in the foreground are selling extremely well at the moment and so are upright videos. The centre of the picture shows pool tables being assembled.

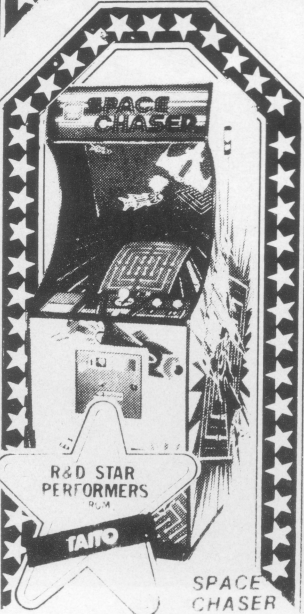
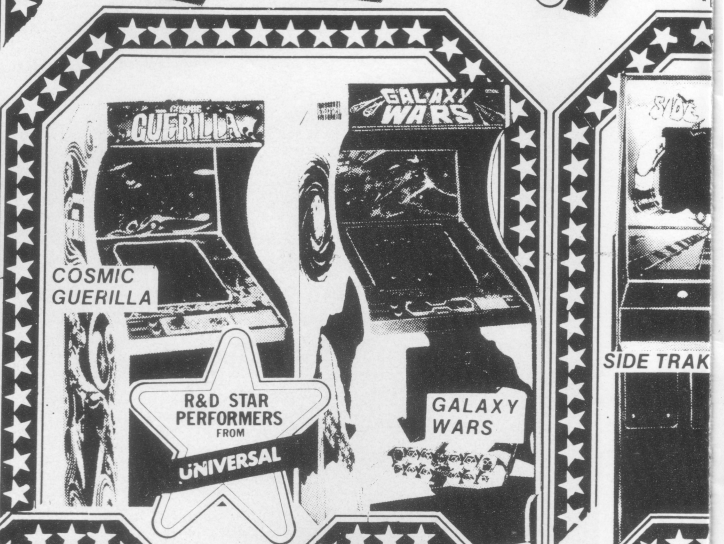


This is the final link between the Alca manufacturing operation and customer. Pool tables are loaded onto one of the company's own vans for distribution throughout Britain. Transport manager Bob Underhill, far left on van tailboard, supervises.



STAR PER

A SELECTION OF
RUFFLE
TOP MONEY T



POOL SHOT

POOL SHOT

THEY ARE PLAYING POOL ON THE BOARD ROOM TABLE

Pool and snooker table manufacturers, Smith and Nelson of Leeds, have found an unexpected market for one of their more unusual products — the combined diner-pool-snooker table.

They have found that their recently introduced larger size table which will sit at least 16 people is being purchased by companies for use as board room tables.

Mr. Manuel Hilario, Managing Director said: "It seems that after a tough board meeting one of the ideal ways of relaxing is to turn over the table and have a game of pool or snooker. It's better than spending too much time at the bar after the meeting."

And companies associated with the coin operated amusement equipment industry are apparently among those most interested in purchasing the eight-foot table. Two other sizes — six feet and seven feet are designed more for private homes.

TENSION

Mr. Hilario said: "We have been manufacturing the smaller sizes for many years and to be quite honest we designed the larger one with private individuals in mind. But then companies started showing an interest and we realised they were using them in board rooms. It is a very good idea . . . what better way to get rid of the tensions after a lengthy meeting than to take off the jackets and have a game?"

"It was obvious that the table was appealing to people in the coin operated equipment trade after the Blackpool show. We sold a tremendous number as a result of showing it there

"At one time time we made this type of table only to order. But now we have what you could call a semi-production line and

showrooms. I have known people order tables without actually seeing them . . . and actually put a deposit on them."

The table can be converted from diner — or board room table — in a matter of seconds.

CLUBS

Smith and Nelson also manufacture coin operated pool/snooker tables which are selling very well. Mr. Hilario said: "Our main customers for this range are clubs and hotels. We find that in the clubs the tables are used almost exclusively for pool which is, of course, enjoying tremendous popularity at the moment. But in the hotels it is the other way round. There is an entirely different atmosphere, probably more relaxed, and the emphasis is the other way with more snooker being played."

"Sales in this range are going very well at the moment."

The Smith and Nelson range varies from a basic home unit with wooden or slate bed to the full size Olympic Rio converted billiards table.

THE ALI KNOCK-OUT MACHINE

The man who is never lost for words, Muhammed Ali, is to be featured on a pinball game. Stern Electronics Inc. announced their plans for the new machine which will carry the head of the most famous heavyweight boxer of all time.

The "Ali" machine will be a solid-state four-player pinball game which will be available through Stern's world-wide network of distributors. It is programmed with electronic memory scoring and one of its special features is the "KO Action of Ali."

Stern, who have also included some unusual audio-visual effects in the Ali machine, are convinced it will be a knock-out with the punters.

BACK TO 'SCHOOL' ON AWP's

Following three successful seminars held last year by Associated Leisure's Senior Field Executive, Mr. John Lumbers, another one is being staged on May 14th at the Newton Park Hotel, Burton-on-Trent.

The theme will be AL Games' micro processor AWP machines.

The first session will deal with the operation of electro mechanics and fault finding diagnosis and the speakers will be Mr. George Chester and Mr. Barry Knighton. This will be followed by a one-hour question time.

During the afternoon the lecture on micro processors will be broken down into several categories. 1. Hardware elements; 2. programming philosophy a) structure, b) language; 3. Support service. The speaker will be Mr. E. G. Reilly BSc, Group Data Processing Manager for Associated Leisure. Following this session there will be a one-and-a-half hour open forum and question time.

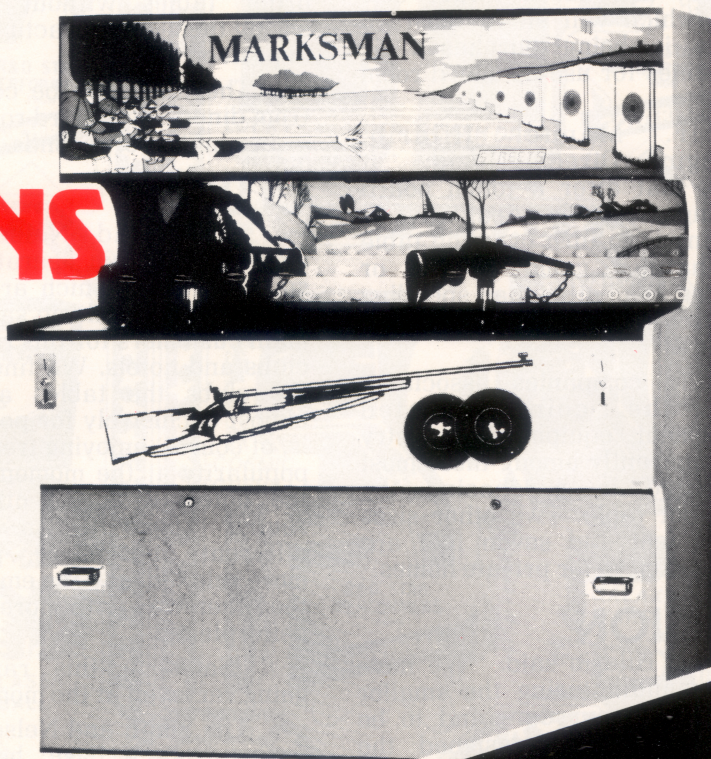
There is no charge for the seminar and there is a possibility of a similar one being staged in the South of England during the early summer.

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Grams: Samco Eastbourne

DUBLIN SHOW TO FOLLOW LONDON AND BLACKPOOL?

The organisers of the Dublin Coin-Op '80 Exhibition are delighted with the response. Already two levels of the three-storey display complex have been booked and last-minute entries are expected to almost fill the third floor before the show opens on April 22nd.

It will be the first coin operated equipment exhibition to be held in Ireland and it is hoped to make it an annual event hard on the heels of the London ATE and the Blackpool Northern Exhibition.

The show, which will be held in the Leopardstown Exhibition Centre, is being organised by SDL Exhibitions, of Dublin, and will be run in conjunction with the Irish Amusement Trades Association and Vintra, the Irish licensed trade organisation.

SDL director Mr. Fraser Pelley, said: "Although it is too early yet to say whether it will definitely become an annual show we, as organisers, would very much like to see that happen. We would like it to follow the London ATE and the Blackpool show at the end of February or early

March. We realise that the timing of this year's Dublin show is a bit late and some firms have said they would not be exhibiting because they had already made their plans for the year. But they have all said they would be interested in a Dublin show next year.

STOCKS

"But the response for the first show has been very encouraging indeed. As long as the exhibitors do good business I don't see any reason why it should not become an annual show.

"We find with a lot of our exhibitions that if an international product is launched at a show in the UK and then shown in Ireland a few weeks later it gives the distributors over here time to build up their stocks.

"The show will be mainly video, fruit machines, pool and bingo equipment.

"There is so much happening in the coin operated equipment business these days that I think this must become an annual exhibition. The possibilities with video alone are tremendous."

Apart from the UK companies exhibiting many others will be represented by their Irish distributors.

Among the companies exhibiting are Alca Electronics, London Coin, Model Coin, Edward Thompson, Smith and Nelson, Kory, Hornsea, Archibald Scott, Coin-Operated Amusements, Cork Amusement Centre, Southern Billiards, Irish Arcades and Video Games and Brian Feeley.

The Leopardstown Exhibition Centre is capable of handling more than 20,000 people a day and has a floor area of around 100,000 sq. ft. There is a large restaurant and bar on the third floor. SLS



A JUKE-BOX FOR FREE!!

Juke box sales have gone through a few sticky patches in recent years. So it came as something of a surprise to learn that one firm of operators is giving away a Wurlitzer.

The 100-selection box is a prize being offered by Barry Robinson Leisure, of Lancaster, in a competition run in conjunction with the Lancashire Evening Post, which circulates in the North West.

The two firms got together and decided that a juke box would be a unique prize. The winner can have it installed at home or in the pub, club or youth centre of his or her choice.

The contestants have to study an illustration made up of the best known features of three superstars and list them.

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These units were ordered by telephone on Thursday, June 7th, and were installed and operating on Saturday, June 9th.

This company without doubt must be one of the best mechanical cash bingo unit suppliers in the U.K. Can anybody in the world compete with Kory Automatics on service like this?

My thanks to Mr. Peter Fleming
Thomas, Cliff and the rest
of the staff for services rendered.

**p.p. J. G. Leisure Centres
Limited
JIMMY GUTHRIE**

The vast crowds that visited this year's ATE presented the Board of Directors with something of a problem. And one of the items high on the agenda at a recent meeting was how to look after the interests of the genuine customers without discouraging the public, who after all, are the people who keep the industry going.

A.T.E. TRADE PREVIEW WILL HELP GENUINE CUSTOMERS

Plans to hold a preview day on the Monday before the Amusement Trades Exhibition opens at Alexandra Palace next year have been broadly welcomed by the trade. The proposal was announced after a recent meeting of the Amusement Trades Exhibition Board of Directors.

Preview day will be Monday, January 26th, with the exhibition being held on January 27th, 28th and 29th.

There were a number of complaints from people in the trade that they were unable to get near stands to do business during the last show because of the sheer volume of people.

Mr. Joe Burnip, one of the Exhibition organisers and Assistant General Secretary of BACTA, said: "This is one of the problems you face when organising an exhibition for a trade like ours. On the one hand it will obviously attract many people from the trade who want to do business but it will also be a draw for a lot of people who just want to enjoy themselves. Some members complained last time that they could not get near stands to do business."

FEE

There will be tight security on preview day. Only members of BACTA and people connected with the trade will be allowed in. Wives and children will not be admitted and non-members of the Association will have to pay a substantial entry fee.

"We think that people who are not members will pay the price and welcome the opportunity to visit the show in favourable conditions", said Mr. Burnip. "We have not yet decided on a price. We don't know whether the new system will be a success until we have tried it, but we think it will. During the following three days the normal situation will prevail of course."

CHANGE

Apart from this major policy change there will also be a

number of physical differences about next year's show. The four-year redevelopment scheme for Alexandra Palace will be well under way and this will mean a completely different lay-out.

But there is good news for exhibitors. It is almost certain the amount of floor space will be about the same as last year. There had been fears that the reconstruction work would place severe restrictions on the space available.

Haringey Council, who took over responsibility for the running of Alexandra Palace from the Greater London Council, are building a temporary structure on the site which used to house the car auctions. They are already clearing the area and putting down the tarmac hard standing.

This will replace the Palm Court and the West Corridor which will be out of commission by the time the ATE is held. Every effort is being made to make the temporary building as comfortable as possible for exhibitors.

HEATING

Haringey Council have assured the organisers that the building will have adequate heating, power, lighting and water supplies. It will have a substantial metal frame work, solid walls and will be linked to the main building by a covered walk-way.

The lay-out in the Great Hall will also be different because of the reconstruction work. Mr. Burnip said: "When we say the space available will be the same as this year we say it openly of course. You cannot tell exactly until you have the plans worked out down to the last exit. But we are hoping the space will be about the same."

GENUINE

With this year's record ATE attendance in mind the trade welcomed the idea of preview day. Mr. Gerry Hunt, Sales Manager of Associated Leisure Sales, Burton-on-Trent said: "The first day this year was solid and chaotic. Several important customers came on the stand when we were absolutely crowded out and intimated they would come back later when things were a bit quieter. But the crowds got larger and on the second day we would get fleeting glances of the same customers struggling to get through to us. By the third day they were desperate. That's how hectic it was."

"The problem is you get the stands cluttered with people who aren't going to buy anyway. So the idea of a preview day is a good one. It will put a bit more pressure on us but it will give the genuine customers a chance to have a good look round and discuss business in reasonable and comfortable conditions."

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It's a woman's (machine) world as Pauline and Angela take over

Two young ladies who daily achieve the impossible by combining the roles of career girls and housewives have taken over the reigns of the automatic machines division at one of the largest breweries in the North - Bass North West.

Mrs. Pauline Byrne (right) is the new senior automatic machine controller in charge of fruit machines, pool tables and juke boxes in the Manchester-based brewery's 1,000 tied pubs.

And Mrs. Angela Caudwell (below) has just been appointed Pauline's assistant.

Between them the girls will be responsible for a large area of the North including Greater Manchester, Merseyside, Lancashire, Cumbria and North Wales. Their jobs will involve a lot of travelling.

Pauline, whose outside interests include fashion "when I get the chance between my job and housework", was formerly assistant to Mr. Ken Hadley, who is now regional manager with Paymaster, the brewery's special company which supplies machines. She joined Bass after working as a bank clerk and in the Stock

Control department of Marks and Spencers.

Angela was formerly Assistant Licensee Recruiting Officer with Bass. She is married with one daughter.



Lewis Stands by Mechanical "Old Faithfuls"



Two years ago the prophets of gloom were pealing the funeral bell for the tried and trusted mechanical fruit machines. They claimed the "handle pullers" would vanish in the slipstream of the new generation of micro processor-controlled equipment and video games.

But they were wrong. The demand for the old faithfuls is as big as it ever was . . . just ask Lewis Woods.

Lewis specialises in converting and refurbishing manual machines at his Keighley, Yorkshire, workshops and business has never been better.

Some of the machines that pass through Lewis's hands are approaching their 25th birthdays but, provided the public demand is still there, they will still be going strong in another 25 years.

"There is something about the older mechanical machines that the punters like," said Lewis. "It is as simple as that. I think they feel more in control of the old "handle puller", almost part of it. I remember converting some of

these machines from the old pennies and sixpences and I'm still converting them."

There are two sides to Lewis's business. He buys used machines, refurbishes and sells them.

He also refurbishes and converts other people's machines. Most of his time is taken up with the latter and he finds himself with little time left to buy his own stock.

"When they arrive in our workshops there are usually no keys with them — we have to drill them open," he said. "Then the neck is taken out, the machine is completely stripped down, cleaned, all the worn parts are changed and it is rebuilt, and converted into another game with different coinage.

"The case is stripped and shot blasted before being stove enamelled and parts are re-chromed where necessary. The whole machine is then re-assembled and tested for two hours before leaving the premises."

"Parts such as end plates, pay-out slides, pillars, reel bands and flashes are probably changed over and over again during the life of one of these machines. But the rest of it is mostly original — and when they are still going strong after 25 years they have proved to be a pretty sound investment. Most of these machines are used in arcades or by showmen."

Lewis has been working from his Keighley premises since 1965. He has a staff of six engineers who share his enthusiasm for the mechanical machines.

"We find that a lot of modern engineers are trained for electronic machines only," said Lewis. "Many of them don't seem to know much about manuals."

He and his staff travel throughout the United Kingdom and also do conversions for overseas countries. They recently converted a number of machines to take 5 peseta Spanish coins.

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ATARI LAUNCH NEW TABLE GAME

The popularity of cocktail table video games continues to soar in the UK. Although we have not yet reached the stage where there are coffee houses furnished exclusively with them as there are in Japan, more and more bars, hotels and cafes are including them in their future plans.

With this in mind Atari have produced their Asteroids video game, which enjoyed

imense popularity throughout the world as an upright, in cocktail table form.

The new version means that the game will be suitable for a much wider range of sites and as far as operators are concerned should open up new channels.

A lot of thought has gone into the design of the new table. It has a high-quality rosewood top and a 15-inch Atari Quadrascan X-Y TV

display system.

Spillage caused some early teething problems with cocktail table cabinets but the Asteroids table is equipped with tempered glass which is specially insulated.

The control panels are easily visible through the glass and the manufacturers say this gives better playability. The heavy-duty legs have been designed to fit five different heights so

that the table is suitable for many different types of site.

The demand for cocktail table cabinets is growing all the time in this country and Atari feel their new version of an already well established game, is being launched at exactly the right time. They claim it will blend with the furnishings in any kind of site. ΩΩ

..... and Talking of Old Machines

Old fruit machines that a few years ago would have been broken up or dumped on the nearest Corporation tip are fetching big money.

Not surprisingly it is the Americans who are leading the charge to snap up what until recently had been considered so much junk, and is now labelled antique.

They did it with old English furniture. They did it with old English pub fittings. They even did it with old English loo fittings. But there is a subtle difference about

their quest for old fruit machines. They must be American-built.

In some cases the Americans are paying far more for the old machines than their original owners paid. They are nearly all going into private American homes.

Lewis Woods said: "It's the same old story. We've all thrown away old machines by the hundred. Now the Americans are paying good money for them. It was the same with old furniture and pianos Millions of pieces

were thrown out, burned or smashed up . . . then suddenly there was a market for them."

Standard Jennings built around 1930 are in great demand and Mills Low Top Castle Fronts were recently fetching up to £400 each.

Most pre-war American machines have a ready market... back in the land of their manufacture. Hundreds have been thrown out in the last few years to make space for modern machines. ΩΩ

talking technical

BOB OLD, Service Manager, and FRANK BIRD, Training Officer, with JPM of Cardiff, explain in detail their firm's system - with the engineer in mind.

ENGINEERS - VITAL LINKS IN CHAIN

In the March issue of Leisure Play JPM were described as one of the most forward looking companies with regards to information supplied with the equipment. Over the next few issues we will be describing the JPM system and how it can be tested, with ease, by any engineer who can handle an avo meter.

We will be starting at basic level with detailed explanations of the various sophisticated electronic circuitry that is contained in the machine. This basic approach in no way reflects on the ability of the engineer but ensures that the repair, where necessary, can be carried out in the shortest possible time so that the machine can be back in service quickly without the inevitable delay associated with returning the 'black box'.

We at JPM designed the system with the engineer in mind as we regard the engineer as one of the most vital links in the successful operation of any

manufacturers equipment. The interior of any JPM machine has been laid out for ease of servicing and during this series of articles we will be introducing the engineer to, with the aid of the service manual, these service points.

Before we begin the service aspect we ought to explain the concept of the JPM stepper reel unit and the S.R.U. controller or printed circuit board. The system differs from any other conventional system in that the game is played within the computer and the reel unit displays the results of the game. The programme is continually

altering the value of three registers (four in a club, or four reel machine) these values are frozen when the start button is depressed and used to determine how many symbols each non held reel will advance. Thus the game is not pre programmed but is purely random.

The Stepper Reel Unit

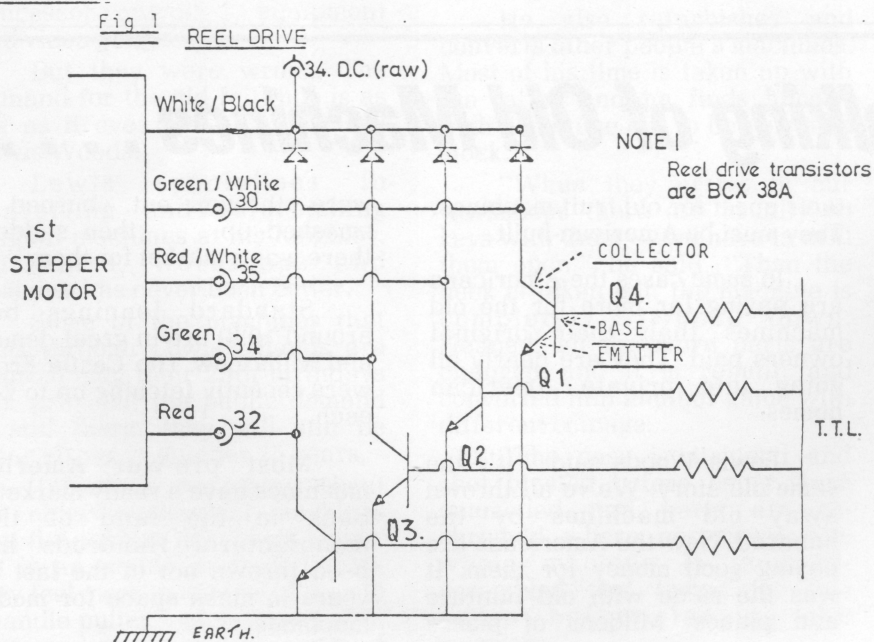
Each stepper motor is made up of a series of coils which are pulsed sequentially, in pairs, to obtain the revolution, the motors do not spin, they step, but each step is overlapped to obtain the smooth drive associated with the JPM stepper reel unit. Each stepper motor has four drive lines and one common. To the common of each stepper motor is applied 34v Dc. This voltage is produced by the transformer at the 24v tapping and, from here, it is applied to a bridge rectifier, again within the power pack, and 2200 micro farad capacitor which supplies a raw Dc voltage.

This circuit can be seen in the JPM manual on the page entitled transformer loom schematic. This is then connected to the power supply plug, pin 2, brown-black, which in turn supplies plug 2, on the P.C.B., pin 35. This pin on the PCB has a track connected to it, and pin 1 of plug 1, which has a white wire soldered to it, which supplies the motor common lines directly on early machines, but via a 10 Ohm, wire wound resistor on later models that are fitted with the motors specifically made for JPM.

You can see, with the aid of fig. 1 how we obtain the reel drive. We turn on transistor Q1 and Q2 which allows the current to pass through two fields of the stepper motor which is then locked up between these fields. By turning off Q1 and Q3 we achieve a step to between these two positions etc. Each revolution is made up of 200 such steps and the reel spins at 60 RPM.

Reverse rotation is simple as one can see, we simply step the transistors the other way around and so do away with the need for a gearbox or other paraphernalia for reverse rotation and nudge.

REEL DRIVE



To test reel drive is quite simple, if you look at fig 1 again you can see that to any field on the motor is applied 34v Dc and it is not until the appropriate transistor is turned on (think of it as a switch, if you like, that is normally open until you press the button, or in this case feed in the appropriate base voltage) and the collector/emitter junction is made that the stepper motor will lock in a position. One of these transistors is being pulsed, when the machine is at rest, to keep the reel mech locked in position (this is to keep the reel mech held in position if a punter decides to tap the machine). Before we can test the reel drive we need to take off the drive to this transistor. We can do this quite simply by removing the memory card.

Before Removing Any Component from An M.P.U. System Or Any Plug Or Connection, Ensure The Power Is Turned Off.

Before turning on the power again undo a lead to the speaker as it would tone to indicate a fault (The missing memory card?) Now no outputs are being driven so the reel mech is free to be tested.

To test a motor we have to complete the circuit from the common line, through the motor, to earth. As I have already indicated a transistor usually does this but we can connect a temporary jumper lead to do this. Looking at fig 1 again, if you connect pin 35 to ground you will see the reel jump one step, if this doesn't happen then quite possibly the reel was already in this position! In this case you should carry on and try the other three points in turn, and then come back to this point, providing you can see that the four-fields pulse everything is working within the stepper motors.

The only other point to test on a motor is the bearing, providing the motor can be revolved, with no tight spots through the complete revolution, the bearings are all right.

N.B. Any grounding test should be made using a meter probe or a piece of wire soldered at both ends. An ordinary piece of wire would fray and possibly short out more than one point. The pin connections should be located on the back of the circuit board as this point not only tests the motor but the loom and the plug and pin connections as well. Any other plug and pin positions can be found in the manual under output allocations.

SSZ

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Sir,

I read with some interest the article by Luminare in your March issue, regarding manufacturers not providing detailed circuits, diagrams, and other information with their micro-processor controlled machines.

I myself have had some experience of operators 'self-styled' engineers, who may have read one or two books on the subject of micro-processors, and then say "It's not as mystical as they tell us," and proceed to devour a control unit costing a couple of hundred pounds, whilst attempting a repair on it. Also, the number of times I have heard an engineer say, "Put a bigger fuse in and see if it blows," quite astounds me. If engineers wish to play and practice with electronics, then let them buy a bread-board and play with that.

On various occasions I have had control units returned to me with substandard 'operations' performed on them, turning a relatively minor fault into a major one. I have had them returned with power supply faults, and discovered that the fault arose from someone tampering with it and not replacing the heatsink screws, so that the p.s.u. overheated. Recently I received a box through the post, and upon

opening it, I found a P.R.O.M. board cut open, left in a load of bits, and just sent back to me without a word of explanation.

I have come to the conclusion that a lot of engineers think that if they open up the unit, and have a look inside, then the faulty component will somehow signal to them that it is faulty and that it needs to be changed.

When it is proved to me that operators have employed engineers who can use logic probes, pulsers, oscilloscopes, D.D.M.'s, and able to read and understand circuit and logic diagrams, then I will be only too happy to supply all the information necessary for the repair and rectification of faults on our M.C.U.'s. I wonder how many unskilled engineers I.B.M. and I.C.L. employ to service and maintain their computers.

It is very expensive for manufacturers to keep on using Datapost, Securicor and the other ways of sending and receiving control boxes, and it is in our own interests to be able to stop the backwards and forwards carriage of expensive and breakable equipment. It only needs one M.C.U. to go astray and the profit is gone from two or three machine sales.

So come on operators, employ engineers (or re-train existing ones) who are capable of working with the new technology. It is here to stay and if you don't, then be prepared to continue to keep on repairing machines on a 'black box' replacement system.

Manufacturer,
name and address supplied.

Rifle Range bang on target

Export sales for Streets Marksman Rifle Range are going well — particularly in Sweden, Holland and Spain. Although the rifle range is somewhat bulky to transport the road roll-on roll-off services are proving ideal for the task.

Massive lorries that bring cargoes of citrus fruits to this country from Spain frequently make the return journey with Marksman Rifle Ranges. The Eastbourne-based company is ideally placed for the coastal ports which operate this service.

Now the Americans are showing a lot of interest in the

range. Although many manufacturers in the USA produce rifle ranges, Streets product is well liked over there.

One American operator has written to the company saying that he first came across a Streets gun when he visited London many years ago and that "it was the best thing that ever happened to me." He went on to say that he had been operating them ever since, even though it meant purchasing at a considerable distance.

The Marksman was shown at the last New Orleans show and since then there has been a lot of interest in the States.

ΩΩ

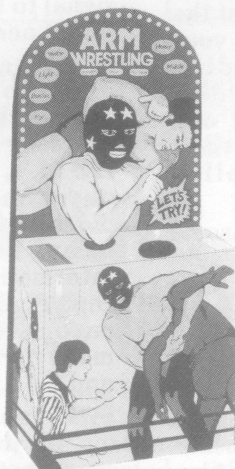
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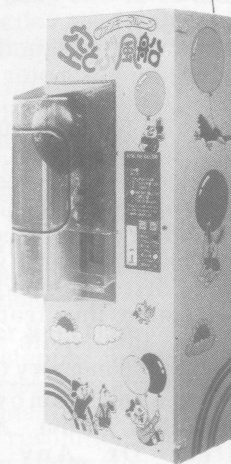


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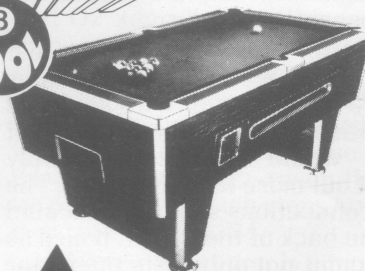
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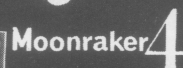
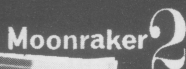
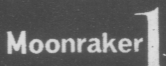
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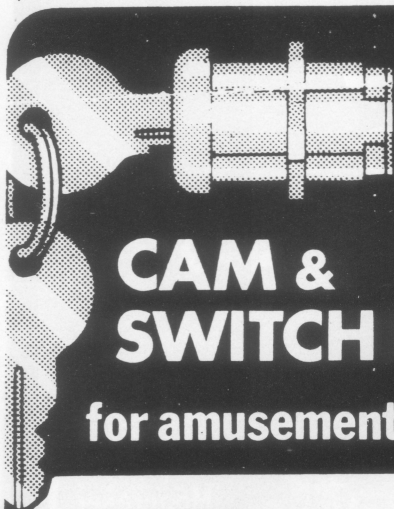


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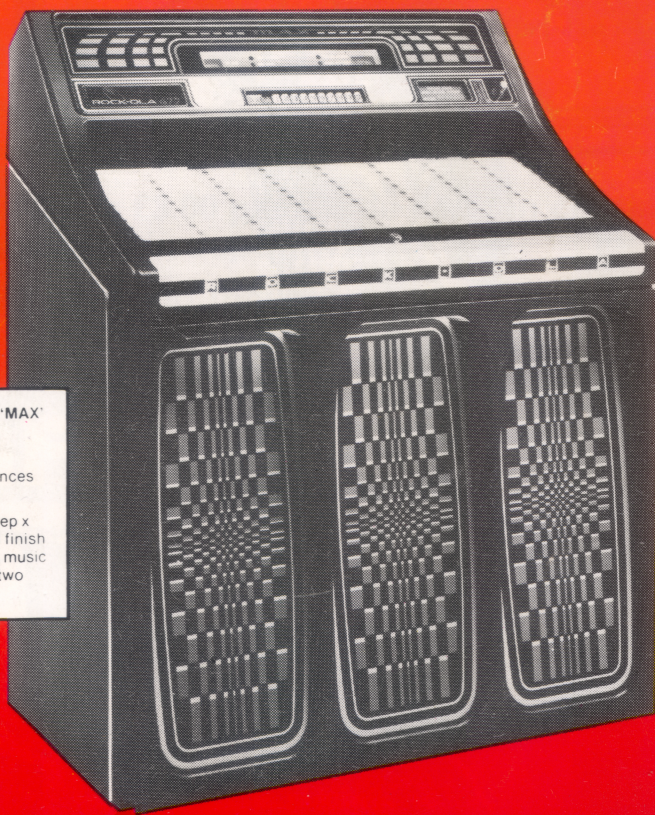
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